



175TH ANNIVERSARY 1821-1996

NEWS

FOR IMMEDIATE RELEASE
July 5, 1995

MEDIA CONTACT: Bob Ludwig
(202) 994-1423

GW HOSTS PROMISING HISPANIC SCIENCE AND ENGINEERING STUDENTS FOR FIVE-WEEK SUMMER PROGRAM

**Center for the Advancement of Hispanics in Science and Engineering
Education to Run Five-week Institute for Talented Hispanic and Other
Minority Students**

Washington -- The George Washington University's Science and Engineering Apprentice Program is hosting the Center for the Advancement of Hispanics in Science and Engineering Education's (CAHSEE) summer enrichment program from July 5 to August 4. The five-week session is a demanding math, science and engineering program for talented Hispanic youths and other minorities.

The program is divided into pre-college and college components. The pre-college component is the Science, Technology, Engineering and Mathematics (STEM) Institute. Participants of this institute are 13 to 16 years old and have been identified as gifted and talented students representing school districts in the Washington area. The students will be exposed to college-level math, physical sciences, engineering, computer science and engineering management.

The Young Educators Program is the college component of the program, which is designed to stimulate Hispanic students in advanced science, math and engineering coursework to pursue graduate and doctoral degrees. Students in the Young Educators Program received two weeks of training leading up to the STEM Institutes five-week session. They will assist the pre-college students as instructors and will develop lesson plans, homework assignments and review and grade coursework.

The STEM program is entering its fourth year, with 120 students participating at GW and another 20 students in the STEM program at City College of New York.

Students in the Young Educators Program are selected through a rigorous national competition and represent universities throughout the country.

For more information, please call the Center for the Advancement of Hispanics in Science and Engineering Education at (202) 994-5715.

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175TH ANNIVERSARY 1821-1996

NEWS

FOR IMMEDIATE RELEASE
July 12, 1995

MEDIA CONTACT: NORA KELLEY
(202) 994-3087

WORLD BANK DIRECTOR RICHARD FRANK TO SPEAK AT GW MASTER OF SCIENCE IN FINANCE GRADUATE DINNER

WHAT: Richard Frank, managing director of The World Bank, to speak at graduation dinner in honor of graduates of The George Washington University School of Business and Public Management Master of Science in Finance Program

WHEN: Saturday, July 22
7:00 p.m. to 10:00 p.m.
(Mr. Frank will begin speaking around 8:30 p.m.)

WHERE: The Washington Marriott
Dupont Ballroom
1221 22nd Street, NW

BACKGROUND:

Richard H. Frank was appointed managing director of The World Bank on February 1, 1995. Previously, he was vice president of finance and planning for the International Finance Corporation (IFC). He served as director of the finance management and planning department at the IFC from 1981-1983. Frank also served as deputy director of the corporation's capital markets department, as division chief for agricultural project lending operations for Europe the Middle East and North Africa and as financial analyst for agribusiness projects in Asia and Latin America.

Before joining The World Bank group, Frank spent two years with the Department of Defense in logistics management and had served two years as an MIT advisor to the Corporacion Financiera Colombiana in Bogota. He earned a BS in mechanical engineering in 1963 from the South Dakota School of Mines and Technology and an MS in management from MIT's Sloan School of Management in 1965.

GW's Master of Science in Finance (MSF) program is now finishing its second year and is the first, and only, specialized graduate finance program in Washington, D.C. The MSF program offers advanced education for individuals with clearly defined

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career interests in the areas of financial management and research by developing the financial and quantitative skills demanded by leading edge corporations, consulting firms, securities firms and governmental agencies.

The MSF program is directed by Professor George Jabbour, who holds a PhD and MBA in finance from GW. He also holds undergraduate degrees in management and marketing as well as mathematics. Jabbour has been a member of the full-time faculty of The George Washington University School of Business and Public Management since 1987. He specializes in options and has extensive consulting experience working with both domestic and international organizations including The World Bank, the International Monetary Fund (IMF) and the Agency for International Development. Jabbour also conducts a variety of executive training sessions on financial management including: risk management, financial engineering, asset/liability management and portfolio selection and management. Jabbour has published in a number of national and international refereed journals and is a member of the Financial Management Association and the Midwest, Eastern and Southern Finance Associations.

In contrast to the MBA, the MSF degree provides a broader and deeper exposure to finance. The MSF builds upon a bachelor's or master's degree in business administration. Coursework covers approximately three times the amount of finance and related accounting, mathematics, econometrics and computer modeling as is possible to include in typical MBA programs.

MSF students hail from varied positions in such institutions as the IMF, IFC, Resolution Trust Corporation, World Bank, State Department, Marriott Corporation, Amoco Corporation, Securities and Exchange Commission and other leading private and public sector organizations.

GW's School of Business and Public Management is dedicated to academic excellence in the study, teaching and research of management and policy in the public and private sectors -- both within the United States and internationally. The school comprises eight departments -- accountancy; finance; health services, management and policy; international business; management science; marketing; public administration; and strategic management and public policy. The School is also home to the International Institute of Tourism Studies.



175TH ANNIVERSARY 1821-1996

NEWS

FOR IMMEDIATE RELEASE
July 17, 1995

CONTACT: Karen Sibert
202/994-9023

GW'S "TRAVEL MINUTE" WINS TOURISM MARKETING AWARD

WASHINGTON -- The George Washington University's "Travel Minute" was recognized recently for its "innovative and significant contribution to travel and tourism marketing" as well as "overall marketing excellence" by the Travel and Tourism Research Association (TTRA). Program producer Sheryl Spivack, associate director of the International Institute of Tourism Studies at GW, and Ken Robinson, co-producer and host for the syndicated show, received the J. Desmond Slattery Marketing Award at the association's annual conference in Acapulco, Mexico, June 11-14, 1995. The award is one of several presented annually by TTRA.

"The Travel Minute" is a daily summary of travel reports designed to inform listeners of various destinations and to keep them abreast of news and developments in all segments of the travel industry. Syndicated by Jameson Broadcasting (Washington, D.C.) and commercially sponsored by The Mobil Travel Guide and CompuServe, the program is now carried by 220 radio stations nationwide.

The program is a community service project of GW's Tourism and Hospitality Management Program of the International Institute of Tourism Studies at the School of Business and Public Management. "The Travel Minute" is the first broadcast of its kind to be affiliated with a recognized institute of the World Tourism Organization.

The Travel and Tourism Research Association is an international organization of travel research and marketing professionals devoted to improving the quality and scope of travel and tourism research and marketing information. Established in 1970, the association adds to the general knowledge and capabilities of tourism practitioners through the education, publications and networking activities of its national and regional chapters.

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Contact: Bob Ludwig
(202) 994-1423

*** MEDIA ADVISORY ***

WANT TO KNOW HOW TO RUN FOR PUBLIC OFFICE?

Governor of Virgin Islands to Address a GW
Class of Future Political Managers About the Ins and Outs of
Running For Public Office

EVENT: Dr. Roy L. Schneider, governor of the Virgin Islands, will address a summer session class, "Running for Office," offered by The George Washington University's Graduate School of Political Management. Gov. Schneider, who was elected in 1994, will speak about his campaign strategy, coalition building, crisis management and other issues. Professor for the class is Ronald Faucheux, editor and publisher of *Campaign and Elections* magazine.

DATE: Tuesday, July 18, 1995
8:00 p.m.

PLACE: Marvin Center, Room 403
800 21st Street, NW
Washington, D.C.

Background:

Dr. Roy L. Schneider, was born on St. Thomas, Virgin Islands, and graduated as the first honor student from Charlotte Amalie High School in 1957. After graduation Dr. Schneider attended Howard University, where he completed his undergraduate studies and received his medical degree in 1965.

In 1966 as a captain in the U.S. Army, Dr. Schneider was in South Vietnam as a medical advisor and surgeon. As a result of his desire to serve and preserve the lives of U.S. servicemen, he earned accolades from two governments. The Republic of Vietnam bestowed upon him the Vietnamese Honor Medal First Class and the Technical Service Honor Medal. The United States awarded him the Bronze Star for outstanding bravery. He was honorably discharged in 1968.

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Dr. Schneider continued his medical training at Howard University and at Memorial Sloan-Kettering Cancer Center in New York City. He returned to Howard in 1973 as a faculty member and while there published several books, articles, papers and even medical movies which he used as an international lecturer.

In 1977, at the request of Governor Cyril E. King, Dr. Schneider returned home to assume the position of Commissioner of Health. Because of his administrative and lobbying skills, he secured new medical facilities on the three islands, instituted programs that brought increased federal funds into the territory, oversaw a 30 percent decline in the infant mortality rate and more than 90 percent increase in the immunization rate. He was also instrumental in founding Partners for Health, a mainstay of private fund raising for the local hospitals.

The crowning achievement of his term as Commissioner of Health was the establishment of the first kidney transplant program in the eastern Caribbean, sparing patients and families the tremendous expense and stress of having to seek treatment for renal failure on the mainland.

Dr. Schneider initiated an after-school job program for high school students which resulted in a quadrupling of health career scholarships. He has also been personally involved in medical school assistance for many young Virgin Islanders.



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CONTACT: Karen Sibert
202/994-9023

NEW GW REPORT ON PERFORMANCE INDICATORS CITES MORE EFFECTIVE WAYS FOR HIGHER EDUCATION TO MEASURE QUALITY

WASHINGTON -- The ERIC Clearinghouse on Higher Education at The George Washington University has published a new report on the use of various performance indicators to measure the efficiency and effectiveness of higher education among both domestic and international institutions. **"Measuring Up: The Promises and Pitfalls of Performance Indicators in Higher Education"** reviews the body of literature on the development of performance indicators in the United States and abroad in response to public concerns about assessing productivity, quality of instruction and accountability in higher education.

In this report, authors Gerald Gaither, director of institutional research at the Prairie View campus of the Texas A&M University system, Brian P. Nedwek, associate provost and professor of public policy studies at St. Louis University and John E. Neal, associate vice president at Webster University in St. Louis discuss the uses and shortcomings of performance indicators to provide a broad perspective from which higher education can develop more effective ways to measure the quality of their efforts. "A good indicator system can best be used as one of many instruments to monitor quality assurance, enhancement and effectiveness. [But] indicators are simply that -- indicators of success, not precise measurements -- and must be continuously improved to approximate a stated goal."

While some in the academy may wonder whether performance systems improve the quality of education enough to justify their costs, others may view this period of inquiry as a window of opportunity to reinforce and revitalize higher education. Although institutions have always used one mechanism or another to determine quality and compare performance, the purposes of performance indicators have changed over the years. Rankings focused more on reputation and influence than any substantive measurements. More recently, performance indicators have been used to improve decisions about the allocation of resources, to design strategies for cost containment and to increase efficiency in the use of

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resources. Thus, it seems that performance indicators, as tools to measure and monitor quality, have moved from symbolism and indirect measures of influence to provide a more serious appraisal of performance.

As an overview of quality assurance programs and performance indicator initiatives in North America, western Europe and Australia, the report suggests four trends that will shape the future of discussions about accountability: 1) higher education will continue to be viewed as a key asset; 2) higher education will continue to face a crisis of confidence from policy makers; 3) undergraduate education will be the dominant focus, especially general education and graduates' skill levels; and 4) higher education will remain driven by the marketplace and sensitive to community support.

"Measuring Up: The Promises and Pitfalls of Performance Indicators in Higher Education" is Report No. 5 of the 1994 Higher Education Report Series from the ERIC Clearinghouse on Higher Education and ASHE. The ERIC Clearinghouse on Higher Education is a sponsored project of The George Washington University's Graduate School of Education and Human Development.

The monograph is available for \$18.00 from ASHE-ERIC Higher Education Reports, The George Washington University, One Dupont Circle, NW, Suite 630, Washington, D.C. 20036. Copies for review by the educational press are available upon request.



175TH ANNIVERSARY 1821-1996

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FOR IMMEDIATE RELEASE
July 26, 1995

MEDIA CONTACT: NORA KELLEY
(202) 994-3087
PUBLIC CONTACT: PROF. PHYLLIS LANGTON
(703) 759-6627

SOCIETY FOR THE STUDY OF SOCIAL PROBLEMS TO ADDRESS PROBLEMS AND PROSPECTS OF URBAN SOCIETY

Aug. 18 - 20 Conference Held in Cooperation
with GW's Department of Sociology

WHAT: "Troubled Times: the Problems and Prospects of Urban Society at the end of the Twentieth Century." A conference sponsored by the Society for the Study of Social Problems (SSSP) in cooperation with The George Washington University Department of Sociology. Local arrangements were coordinated by Professor Phyllis Langton.

WHEN: Friday, August 18th - Sunday, August 20th

WHERE: The Stouffer-Mayflower Hotel
1127 Connecticut Avenue, NW
Washington, D.C.

SELECTED THEMATIC SESSIONS:

Friday, August 18

12:30 - 2:15 p.m. "Urban Problems and the Law."

Saturday, August 19

10:30 - 11:30 a.m. SSSP Presidential Address: Dr. James D. Orcutt, Florida State University, "Urban Crises, Scientific Sociology, and the Mission of SSSP: Some Lessons from the Chicago School."

11:45 - 1:30 p.m. "Dynamics of Gender and Ethnicity in Urban Social Protests," and "Exploration of Solutions for Troubled Cities."

1:45 - 3:30 p.m. "Issues of Sexuality in Urban Society."

3:45 - 5:30 p.m. "Urban Change and Resurgence of Social Movement Unionism" and "Urban Homelessness and Mental Illness."

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Sunday, August 20

8:30 - 10:15 a.m. Urban Minority Youth (Workshop).

12:30 - 2:15 p.m. Scholars and Grass Roots Activists Strategize for Urban Social Change (Workshop); "Poverty and Urban Social Problems at Century's End."

2:30 - 4:15 p.m. "The Urban Drug Wars: Escalate!? Disarm!?" and "Urban Health Care Problems and Policies."

BACKGROUND:

The SSSP was founded in 1951. Its members comprise scholars, advocates, educators and humanists from various disciplines -- e.g. sociology, economics, history, anthropology, political science and the grass roots community. The Society produces a quarterly journal, *Social Problems*, and holds an annual meeting to share research and other activities.

As part of its annual meeting, the Society presents the "Social Action Award" to a local nonprofit that has demonstrated a history of challenging social inequities by promoting grass roots change. The recipient of this year's award will be announced at the Awards Banquet held at the Woman's National Democratic Club on Saturday, August 19th at 7:30 p.m.

This year's meeting will focus on the critical condition into which our central cities have fallen at the century's end as well as take a critical look at how the escapist politics of the suburban fringe have limited the prospects for fundamental change in urban policy. Thematics sessions will feature recent scholarship which has shown how urban troubles are products of the normal workings of post-industrial capital mobility, racial politics, the feminization of poverty and "cost-effective" control and management of problem populations.

The group will also consider the implications of sociological thought for plans of action that would move beyond these troubled times, that would overcome structural barriers and transcend policies of neglect which have stifled opportunity and progress in the inner city. The Washington meeting site will enable the Society to bring together grass roots activists from the local community, representatives of national organizations and political leaders who are putting progressive ideas to work in the city.



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FOR IMMEDIATE RELEASE
July 28, 1995

Media Contact: Bob Ludwig
(202) 994-1423
Public Contact: Jennifer Needle
(202) 994-8401

**GW'S COLONNADE GALLERY TO FEATURE NEW DISTRICT OF COLUMBIA
COLLAGE SOCIETY MEMBERS WORKS AUGUST 10-SEPTEMBER 15**

EVENT: "Collage of the City: Works by New District of Columbia Collage Society Members." Members of the New District of Columbia Collage Society will share their diverse interpretations of the collage medium in contemporary art.

An opening celebration will be held on **Thursday, August 10, 5:00 p.m. to 7:00 p.m.** and will offer gallery visitors the opportunity to meet the artists and try their own hand at making a collage.

DATE: August 10 to September 15, 1995
Open daily from 8:00 a.m. to 12:00 midnight

PLACE: Colonnade Gallery
Marvin Center, 3rd floor
800 21st Street, N.W.
Washington, D.C.
(Foggy Bottom/GWU Metro, Blue or Orange line)

COST: FREE

Background:

Artists in the exhibit include, among others, Lucia Bakewell, Gary Bellamy, Susan L.Q. Flaherty, Pamela S. Frederick, Bobbie Rydell Jones, Emalie Lorens, John A. McCauley Jr., Nicholas Martin, Peggy Meckling and Suzanne S. Summers. Each of these local artists has a unique style and technique of incorporating collage into their work.

"Collage of the City: Works by New District of Columbia Collage Society Members," is co-sponsored by the GW Multicultural Student Services Center, Shades of Fine Art and the Marvin Center Governing Board.

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FOR IMMEDIATE RELEASE
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MEDIA CONTACT: NORA KELLEY
(202) 994-3087

**GW MANAGEMENT PROFESSOR TOFTOY LEADS
YOUTH SEMINAR ON "HOW TO START YOUR OWN BUSINESS"**

**Aug. 12 Workshop Directed at DC Members of
Future Business Leaders of America**

Washington, D.C. -- Charles Toftoy, a professor of management science at The George Washington University School of Business and Public Management, plans to offer DC youths a different kind of summer school. On August 12, Toftoy will lead a half-day seminar at the University's Foggy Bottom campus on "How to Start Your Own Business." Toftoy is also director of the Center for the Advancement of Small Business at GW.

The workshop will cover: the small business environment, the basics of how to start a business; and how to effectively plan for a successful business. The workshop will be held from 8:30 a.m. - 1:00 p.m. at Monroe Hall, 2115 G Street, NW, Room 104. The workshop is designed specifically for youths ages 14-18. Participants are all members of the Future Business Leaders of America.

"This will be a great opportunity for you to consider starting and operating your own business while you are still in school and as a career option," said Toftoy in a letter to participants.

Members of the media interested in covering the workshop or in interviewing Professor Toftoy, should contact Nora Kelley in the Office of University Relations, (202) 994-3087. Dr. Toftoy can be reached at (202) 994-4935.

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Dave Anderson
CAMPUS MAIL
Room 207